



Amazon.co.uk puts best foot forward with launch of Shoe Store

October 1, 2007

25% off shoes until October 14*

October 1, 2007, London: First it was Harry Potter books....next it was Coldplay CDs....then Ipods and Jamie Oliver Cookware....now it's Skechers and Hush Puppies as Amazon.co.uk launches a one-stop-shoe-shop for those wishing to indulge themselves and their feet.

The new store (www.amazon.co.uk/shoes) features over 5000 styles across more than 100 brands, including established favourites such as Nike, Birkenstock,, Schuh, Skechers and Rockport.

With the click of a mouse shoppers can satisfy all their footwear needs, 24 hours a day, 7 days a week, 365 days a year, all from the comfort of their own home. Whether it's sparkly sandals perfect for the Christmas party season, or slouchy boots keeping feet stylish and cosy in the winter months, the Amazon shoe store has them all.

Shoppers can embrace the re-emergence of the '80s with retro disco trainers (Babycham), or for kids and grown up kids alike, Heelys are available in both adult and children's sizes. Babies and kids needn't feel left out either, with cute offerings from Robeez, the brand of choice for Hollywood tots, alongside Dr Martens, Start-Rite and Joeys. There is also a range of over 1000 accessories to help you set off your new pair of shoes perfectly.

The Amazon shoe store has a range of features designed to help shoppers find exactly the right pair, including a size guide and various different images of the shoe to help customers make an informed decision.

Customers to the site will also benefit from great introductory offers, such as 25% off all Amazon.co.uk footwear and 50% off selected Ben Sherman accessories (offer open until October 14 on products dispatched from Amazon.co.uk). There's also a choice of delivery options, including Next Day Delivery which enables customers to order products before 1pm and receive them by 1pm the next day.

Sarah Harle, in charge of Amazon's new shoe store, said "As with all other Amazon categories, we want to offer the widest possible choice at the best prices....but we're also working to get the hottest brands and styles as well"

For further information please contact the Amazon.co.uk press office on 020 8636 9280.

About Amazon.co.uk

Amazon.co.uk opened its virtual doors in October 1998, and strives to be the world's most customer-centric company, where customers can find and discover anything they might want to buy online. Amazon.co.uk and sellers list millions of new and used items in categories such as Books, Music, Video, DVD, Software, PC & Video Games, Electronics & Photo, Home & Garden, and Toys & Games!. Through Amazon Marketplace, zShops and Auctions any business or individual can sell virtually anything to Amazon.co.uk's millions of customers. Amazon.co.uk customers enjoy the benefits of industry-leading online-shopping technology, such as secure credit-card payment, personalised recommendations, streamlined, 1-Click® ordering and hassle-free Bid-Click® auction bidding. Through Amazon Anywhere, Amazon.co.uk is also available on mobile phones with WAP technology--see www.amazon.co.uk/anywhere for details.

Amazon.com and its affiliates operate seven websites: www.amazon.com, www.amazon.co.uk, www.amazon.de, www.amazon.fr, www.amazon.co.jp, www.amazon.ca, and www.joyo.com.

As used herein, "Amazon.com," "we," "our" and similar terms include Amazon.com, Inc., and its subsidiaries, unless the context indicates otherwise.

Forward-looking Statement

This announcement contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Actual results may differ significantly from management's expectations. These forward-looking statements involve risks and uncertainties that include, among others, risks related to potential future losses, significant amount of indebtedness, competition, management of growth, potential fluctuations in operating results, fulfillment center optimization, seasonality, commercial agreements, acquisitions, and strategic transactions, foreign exchange rates, system interruption, international expansion, consumer trends, inventory, limited operating history, government regulation and taxation, fraud, and new business areas. More information about factors that potentially could affect Amazon.com's financial results is included in Amazon.com's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended December 31, 2003, and all subsequent filings.